



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/15 thru 05/21.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. May 15, 2015

## NATIONAL SUMMARY

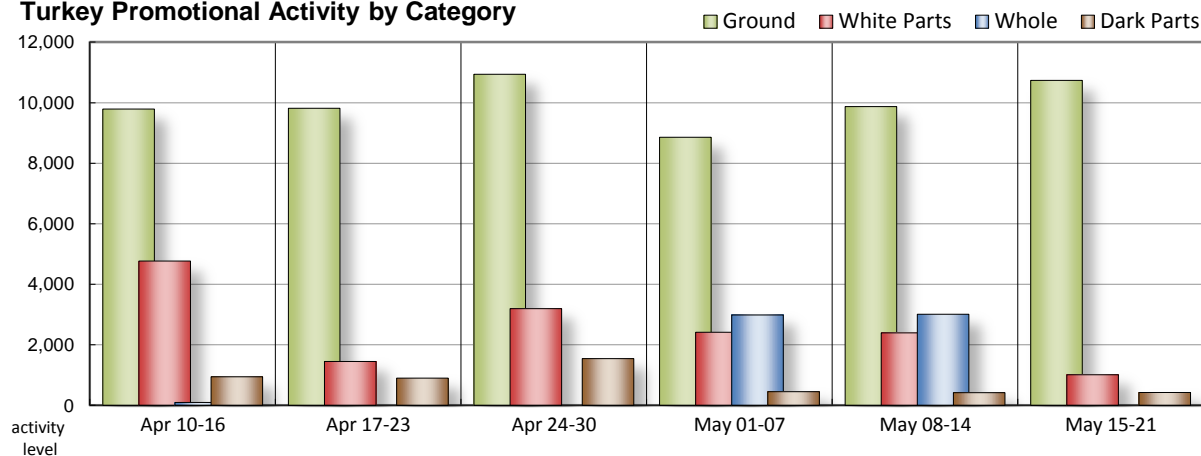
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>34.0% of 29,100 outlets</b>		<b>35.5% of 29,100 outlets</b>		<b>41.0% of 22,900 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>7.7%</b>		<b>2.2%</b>		<b>0.4%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>14,603</b>		<b>17,847</b>		<b>15,000</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens			1,506	1.30	50	0.99
" - Toms			1,506	1.30	220	1.38
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	28	2.74	21	2.29	10	2.29
Frozen	174	1.61	705	1.71	680	1.69
<b>Split, bone-in</b>						
Fresh	28	2.99			50	3.19
Rotisserie	187	8.99	102	6.28	90	5.60
<b>Boneless, whole</b>						
	8	6.99	49	5.32		
<b>Cutlets</b>						
	426	5.15	1,037	5.16	300	4.73
<b>Cutlets, thin sliced</b>						
			188	4.99	140	4.99
<b>Strips</b>						
<b>Tenders</b>						
	54	4.79	180	4.97	100	4.65
<b>Marinated Tenders</b>						
	108	4.26	115	4.25	640	4.25
<b>Drumsticks</b>						
	110	2.45	23	1.73	220	1.82
<b>Thighs</b>						
	107	2.49			30	2.56
<b>Wings</b>						
	112	2.45	26	2.25	50	2.02
<b>Necks</b>						
	5	1.69			10	1.69
<b>Smoked Drumsticks</b>						
	28	2.29	167	2.40	10	1.99
<b>Smoked Wings</b>						
	28	2.29	188	2.38	60	2.39
<b>Smoked Necks</b>						
	37	2.21	17	2.49		
<b>GROUND TURKEY:</b>	<b>10,738</b>	<b>3.51</b>	<b>9,872</b>	<b>3.67</b>	<b>10,730</b>	<b>3.44</b>
<b>Patties</b>						
	878	3.91	633	4.08	1,070	3.56
<b>Sausage</b>						
	686	3.62	442	3.81	1,300	3.35
<b>85% lean</b>						
	1,652	2.84	2,421	2.91	2,240	2.77
<b>93% lean</b>						
	6,952	3.52	3,919	3.29	5,110	3.57
<b>Breast</b>						
	570	4.64	2,457	4.88	1,010	4.42
<b>Rolls (frsh/frz 1 lb.)</b>						
	386	2.65	625	2.44	1,020	2.65
<b>Specialty</b> <sup>5/</sup>						
<b>Patties</b>						
	21	3.50	6	3.99	130	3.99
<b>93-94% lean</b>						
	1,678	4.30	1,124	4.19	430	3.99
<b>Breast</b>						
	340	5.54	390	6.59	30	6.16

Note: rolls & specialty not included in ground turkey total and weighted average.

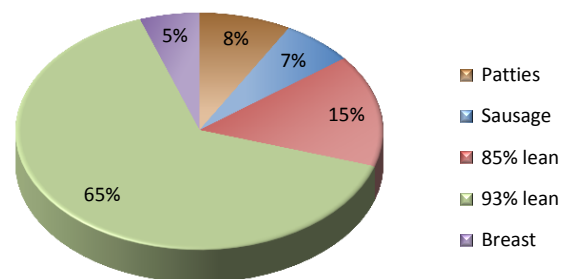
## This Week's Turkey Feature Highlights

Feature activity decreases this week. Whole bird offerings are non-existent. There is only a small viewing of bone-in breasts. Offers of rotisserie breasts increase some as well as price. As we enter the second half of the month, white part offerings slow. Prices are lower for cutlets and tenders. Fresh dark parts are viewed more often and smoked are seen less; prices trend higher for fresh, lower for smoked. As the weather warms and we near the unofficial start of summer, grind viewings increase with 93% lean offered most often. You will have to pay a little more for 93% lean and rolls this week, but average values are less for the remainder of grinds. Deli activity increases, offering opportunity for those wanting to put together a party platter for an upcoming graduation. Processor label service deli offers are more prevalent. Prices trend lower for processor brand; higher for private. Self-service offerings increase for the smaller size packages. Prices are mixed.

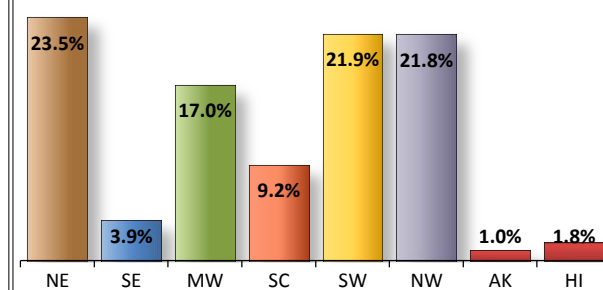
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. May 15, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	53.9% of 5,500 sampled outlets			17.5% of 7,400 sampled outlets			31.6% of 6,100 sampled outlets		
<b>Activity Index</b> <sup>2/</sup>	5.0% of stores w/ no-price promotions Activity Index = 4,657			10.7% of stores w/ no-price promotions Activity Index = 1,043			5.7% of stores w/ no-price promotions Activity Index = 3,057		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.69 - 2.99	26	2.75	2.69	2	2.69	1.49 - 1.79	151	1.60
Frozen	1.39	5	1.39						
Split, bone-in									
Fresh	2.99	28	2.99						
Rotisserie	8.99	7	8.99				8.99	180	8.99
Boneless, whole	6.99	8	6.99						
Cutlets	3.99 - 5.99	370	5.11	4.99	2	4.99			
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							4.65 - 4.66	44	4.66
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.99 - 2.49	28	2.29				1.99	11	1.99
Smoked Wings	2.49	17	2.49						
Smoked Necks	2.49	17	2.49	1.98	20	1.98			
<b>GROUND TURKEY:</b>									
Patties	3.50 - 3.99	407	3.83	3.50	44	3.50	3.50 - 3.99	320	3.71
Sausage	2.99 - 4.22	347	3.49	2.39	19	2.39	3.02 - 4.99	311	3.87
85% lean	2.66 - 3.07	267	2.85	2.29 - 2.50	98	2.48	2.33 - 3.00	651	2.76
93% lean	2.99 - 4.22	2,055	3.42	2.91 - 4.16	658	3.22	2.99 - 4.16	543	3.32
Breast (99-100% lean)	4.61 - 5.38	142	5.05				4.16 - 4.99	324	4.49
Rolls (frsh/frz 1 lb.)	1.99 - 2.39	11	2.17	3.39	9	3.39	1.69 - 3.19	231	2.56
<b>Specialty</b> <sup>5/</sup>									
Patties							3.50	21	3.50
93-94% lean	3.50 - 4.99	618	3.86	3.99 - 4.99	163	4.00	3.99 - 4.99	270	4.47
Breast	5.49	304	5.49	5.99	28	5.99			



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Fri. May 15, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	24.3% of 4,900 sampled outlets			44.4% of 3,800 sampled outlets			57.8% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	6.3% of stores w/ no-price promotions			9.5% of stores w/ no-price promotions			12.4% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 1,658			Activity Index = 2,857			Activity Index = 1,181		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.68	6	1.68				1.89	12	1.89
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets				5.45	26	5.45	5.45	28	5.45
Cutlets, thin sliced									
Strips									
Tenders				4.79	26	4.79	4.79	28	4.79
Marinated Tenders				3.99	48	3.99	3.99	16	3.99
Drumsticks				1.69 - 2.49	110	2.45			
Thighs				2.49	107	2.49			
Wings				1.69 - 2.49	112	2.45			
Necks				1.69	5	1.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				4.99	107	4.99			
Sausage	2.80	9	2.80						
85% lean	2.50 - 3.08	235	2.80	2.99 - 3.19	283	3.02	2.33 - 3.59	110	3.12
93% lean	2.91 - 3.99	970	3.42	2.99 - 4.00	1,613	3.63	2.99 - 4.39	971	3.84
Breast (99-100% lean)	4.16	40	4.16	4.79	48	4.79	4.79	16	4.79
Rolls (frsh/frz 1 lb.)	2.39 - 3.19	135	2.80						
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 5.00	263	4.87	3.99 - 5.00	364	4.67			
Breast				5.99	8	5.99			



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	<b>36.6% of 100 sampled outlets</b>			<b>84.1% of 100 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>3.5% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 55</b>			<b>Activity Index = 95</b>		
	Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties						
Sausage						
85% lean	2.99	2	2.99	3.59	6	3.59
93% lean	3.90 - 4.80	53	4.61	3.19 - 4.80	89	4.51
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean						
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/15 thru 05/21.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. May 15, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	60.9% of 29,100 stores		56.3% of 29,100 stores		74.6% of 22,900 stores		79.5% of 5,500 sampled outlets			62.7% of 7,400 sampled outlets		
Activity Index 2/	52,807		43,179		52,260		Activity Index = 16,725			Activity Index = 14,821		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	4,008	8.42	3,628	8.39	4,460	7.85	5.99 - 12.99	2,411	8.58	6.99 - 9.99	188	8.01
Private Brand	1,963	8.00	2,409	7.92	2,990	7.74	7.99 - 8.99	1,885	8.00			
<b>Category 2</b>												
Processor Brand	3,690	6.21	2,885	6.11	2,950	5.73	4.99 - 6.99	1,744	6.29	4.99 - 6.99	454	6.38
Private Brand	3,164	6.34	3,582	6.23	3,090	6.79	4.99 - 6.99	1,359	6.27	4.99 - 6.99	640	6.89
<b>Category 3</b>												
Processor Brand	786	3.75	584	3.91	1,680	4.19	3.97 - 4.99	283	4.07	2.97 - 3.99	65	3.46
Private Brand			45	4.98	770	6.41						
<b>Turkey Ham</b>												
Processor Brand	222	3.38	458	3.51	380	3.94	3.69 - 3.99	84	3.93			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	265	4.40	35	3.73	450	4.22	3.99 - 4.99	208	4.48			
Private Brand			8	3.29								
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,912	7.87	2,924	8.24	3,440	7.26	5.97 - 9.99	998	8.47	6.99 - 9.49	1,389	7.54
Private Brand	1,164	7.38	714	8.39	1,500	7.14	6.47 - 7.99	582	7.71	6.99	502	6.99
<b>Category 2</b>												
Processor Brand	361	5.55	419	5.51	430	5.72	4.99 - 5.99	29	5.58			
Private Brand	476	5.78	1,418	5.95	160	6.08	4.59	72	4.59			
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	13,351	3.51	10,141	3.50	11,700	2.95	2.50 - 4.99	3,171	3.57	1.99 - 4.69	4,354	3.60
Private Brand	2,760	3.24	849	3.40	2,750	2.58	2.79 - 3.79	455	3.15	2.50 - 3.79	1,414	3.62
<b>Turkey 16 oz</b>												
Processor Brand	1,209	5.54	2,101	5.68	1,850	4.41	5.49 - 5.99	76	5.76	5.49 - 5.99	53	5.87
Private Brand			126	5.00								
<b>Chicken 7-10 oz</b>												
Processor Brand	12,788	3.52	10,004	3.52	11,050	2.92	2.50 - 4.99	2,985	3.56	2.00 - 4.69	4,348	3.60
Private Brand	2,688	3.25	849	3.40	2,610	2.57	2.99 - 3.79	383	3.22	2.50 - 3.79	1,414	3.62

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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Fri. May 15, 2015

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	55.8% of 6,100 sampled outlets			43.2% of 4,900 sampled outlets			58.8% of 3,800 sampled outlets			72.9% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 10,019			Activity Index = 4,299			Activity Index = 4,584			Activity Index = 2,152		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	976 7.98		6.99 - 8.98	69 8.29		7.99 - 13.99	215 9.22		7.99 - 8.99	145 8.09	
Private Brand	6.99 - 8.99	32 7.99		6.99 - 8.99	46 7.99							
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	882 6.17		4.99 - 6.99	281 5.85		4.99	6 4.99		5.99	315 5.99	
Private Brand	4.99 - 6.99	872 5.96		5.99 - 6.99	218 6.51		6.99	75 6.99				
<b>Category 3</b>												
Processor Brand	3.98 - 4.69	117 4.18					2.69 - 3.79	237 3.14		3.98 - 3.99	84 3.99	
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	2.99 - 3.98	15 3.45		2.99	8 2.99		2.59 - 3.17	115 3.00				
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.98 - 4.79	48 4.33								2.99	9 2.99	
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 8.99	462 7.81		6.99 - 9.99	487 7.29		6.49 - 8.99	465 7.91		6.49 - 10.99	110 9.30	
Private Brand	8.49	2 8.49		6.99 - 8.49	78 7.43							
<b>Category 2</b>												
Processor Brand	3.99 - 5.99	311 5.59		4.99	21 4.99							
Private Brand	5.99 - 6.00	375 5.99		5.99	29 5.99							
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.98 - 4.69	2,198 3.24		1.99 - 2.79	1,344 3.45		2.79 - 3.99	1,457 3.61		2.50 - 3.99	731 3.46	
Private Brand	2.50 - 3.79	506 2.60		2.50 - 3.50	154 2.73		2.50 - 3.00	210 2.79		2.50 - 3.59	20 2.77	
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 5.99	666 5.27		4.99 - 5.49	268 5.37		6.99	137 6.99		4.99	9 4.99	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.98 - 4.69	2,051 3.22		1.99 - 3.29	1,142 3.56		2.79 - 3.99	1,457 3.61		2.50 - 3.99	709 3.47	
Private Brand	2.50 - 3.79	506 2.60		2.50 - 3.50	154 2.73		2.50 - 3.00	210 2.79		2.50 - 3.59	20 2.77	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	46.2% of 100 sampled outlets			51.3% of 100 sampled outlets				
Activity Index 2/	Activity Index = 91			Activity Index = 116				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	7.99	4 7.99						
Private Brand								
<b>Category 2</b>								
Processor Brand	6.98 - 7.49	8 7.30						
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand	8.99	1 8.99						
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	3.00 - 4.99	38 4.22		2.50 - 4.99	58 3.73			
Private Brand	3.59	1 3.59						
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.00 - 4.99	38 4.22		2.50 - 4.99	58 3.73			
Private Brand	3.59	1 3.59						

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)